



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-09-2012 PAGE: 1 of 1

CAMPAIGN GROUP - 304
ATTN: LISA CABANEL
1600 LOCUST STREET
PHILADELPHIA PA 19103

| | | | | | | | | | | | | | | | | | | | |
|------------------------|---------------------------|-------------|-------------------|------------------------------------|-------------------------------|----------------------------|------------------------|---|---|---|---|---|---|---------------------------------------|-------------------------|----------------|-------|-----------|-----------|
| Contract No 401841 | Contract Dt 10-08-2012 | Revision Dt | Rev# 0 | Advertiser MARKELL FOR DELAWARE | Brand MARKELL FOR GOV-DE | Product Code POLITICALS | | | | | | | | Station/Market WPVI - PHILADELPHIA | | | | | |
| Agency Est# 10.9-15 | | | SAR # | Sales Office PHILADELPHIA | Account Executive D. OHLEY | Start Date 10-09-2012 | End Date 10-15-2012 | Billing M (Broadcast Month, Cycle 1) | | | | | | | Package N | Contract Title | | | |
| Line | Start Date | End Date | Time Period | Description | | | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ |
| 1 | 10-09-2012 | 10-12-2012 | 07:00AM - 09:00AM | MORNING NEWS GMA 7A MO-FR (6910) | | | 8 | 60 | | X | X | X | X | | | 1 | 4,000 | 1 | 4,000.00 |
| 2 | 10-15-2012 | 10-15-2012 | 07:00AM - 09:00AM | MORNING NEWS GMA 7A MO-FR (6910) | | | 8 | 60 | 1 | | | | | | | 1 | 4,000 | 1 | 4,000.00 |
| 3 | 10-09-2012 | 10-12-2012 | 05:00PM - 06:00PM | EARLY NEWS 5P MO-FR (6988) | | | 9 | 60 | | X | X | X | X | | | 1 | 4,000 | 1 | 4,000.00 |
| 4 | 10-09-2012 | 10-14-2012 | 11:00PM - 11:35PM | LATE NEWS MO-SU (6969) | | | 9 | 60 | | X | X | X | X | | X | 4 | 6,400 | 4 | 25,600.00 |
| 5 | 10-09-2012 | 10-12-2012 | 06:00AM - 07:00AM | MORNING NEWS 6A MO-FR (6949) | | | 8 | 60 | | X | X | X | X | | | 1 | 4,000 | 1 | 4,000.00 |
| 6 | 10-14-2012 | 10-14-2012 | 08:00AM - 09:00AM | WEEKEND NWS GMA SU (7099) | | | 9 | 60 | | | | | | | 1 | 1 | 1,600 | 1 | 1,600.00 |
| 7 | 10-09-2012 | 10-12-2012 | 12:00PM - 12:30PM | DAYTIME NOON NEWS WEEKDAY (6950) | | | 9 | 60 | | X | X | X | X | | | 1 | 2,400 | 1 | 2,400.00 |
| | | | | | | | | | | | | | | | Contracted Gross Total: | | 10 | 45,600.00 | |
| | | | | | | | | | | | | | | | Actual Gross Total: | | 10 | 45,600.00 | |
| | | | | | | | | | | | | | | | Agency Commission: | | | 6,840.00 | |
| | | | | | | | | | | | | | | | Net Total: | | | 38,760.00 | |
| Month/YR | | Preempted | | Made Good | | Contract Total | | Adjustments | | | | | | | | Actual Total | | | |
| Oct 12 | | 0.00 | | 0.00 | | 45,600.00 | | 0.00 | | | | | | | | 45,600.00 | | | |
| TOTAL | | 0.00 | | 0.00 | | 45,600.00 | | 0.00 | | | | | | | | 45,600.00 | | | |

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood